ABSTRACT

A method for personalizing digital objects and content associated with a web page that is sent to users across a network. The personalization takes place based on relationships between categories, keywords and resources in the system. The first step includes accessing content categories that are arranged hierarchically and are linked to a plurality of keywords. The next step is associating a resource with a plurality of keywords. Then each user's activities are tracked by storing an activity level for keywords associated with each resource. The users' activities are tracked as the user accesses the resources. Another step is determining a user's content preferences based on the activity level for keywords across multiple categories. The final step is delivering the digital objects associated with a web page to users based on the user's content preferences across multiple categories.

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